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IN THE CLAIMS

1. (Previously Presented) In an interactive information distribution system including information provider equipment and information consumer equipment, a method for use in an information server comprising the steps of:

providing a primary video-on-demand (VOD) content stream to an information consumer; and in response to a stop or pause command received from said information consumer, performing the steps of:

halting the providing of said primary VOD content stream to said information consumer; and

providing a secondary content to said information consumer.

2. (Previously Presented) The method of claim 1, further comprising the step of: restarting the providing of said primary VOD content stream to said information consumer in response to a play or resume command received from said information consumer.

3. (Original) The method of claim 1, wherein said secondary content provided to said information consumer is determined with respect to a demographic profile associated with said information consumer.

4. (Previously Presented) The method of claim 1, wherein said secondary content provided to said information consumer is determined with respect to a segment of said primary VOD content stream being presented to said information consumer contemporaneous to said stop or pause command.

5. (Original) The method of claim 4, wherein said secondary content provided to said information consumer is additionally determined with respect to a demographic profile associated with said information consumer.

6. (Previously Presented) The method of claim 1, further comprising the steps of:

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determining, for said halted VOD content stream, the last scene of said primary VOD content stream provided to said information consumer; and

selecting secondary content associated with said determined scene, said determined scene being associated with at least one secondary content stream, said selected secondary content stream being provided to said information consumer in response to said received stop or pause command.

7. (Original) The method of claim 1, wherein said secondary content comprises advertising content.

8. (Original) The method of claim 1, wherein said secondary content provided to said information consumer is provided as an applet comprising a video layer, a control layer and a graphics layer, said video layer providing at least imagery associated with said secondary content, said control layer enabling said graphics layer to be used for selectively emphasizing and de-emphasizing portions of said video layer imagery, said selective emphasizing and de-emphasizing occurring in response to user interaction.

9. (Previously Presented) The method of claim 7, wherein said secondary content provided to said information consumer is determined with respect to one of a demographic profile associated with said information consumer and the segment of said content stream being presented to said information consumer contemporaneous to said stop or pause command.

10. (Previously Presented) In an interactive information distribution system including provider equipment and subscriber equipment, provider apparatus comprising:

- a head end controller for interacting with subscriber equipment;
- a video server, responsive to said head end controller for providing primary video-on-demand (VOD) content streams;
- a transport processor, for communicating VOD content to said subscriber equipment via a distribution network; and
- an advertisement manager, responsive to said head end controller for providing secondary content;

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said head end controller, in response to a stop or pause command received from said subscriber equipment, causing said advertisement manager to provide said secondary content to said transport processor for communication to said subscriber equipment.

11. (Original) The apparatus of claim 10, wherein said secondary content provided to a subscriber is determined with respect to the demographic profile associated with said subscriber.

12. (Previously Presented) The apparatus of claim 10, wherein said secondary content provided to said subscriber is determined with respect to temporal segments of said content halted by said subscriber.

13. (Previously Presented) The apparatus of claim 12, wherein said primary VOD content provided to said subscriber is divided into a plurality of temporal portions, each of said temporal portions having associated with it secondary content.

14. (Original) The apparatus of claim 13, wherein said secondary content comprises advertising content.

15. (Original) The apparatus of claim 10, wherein said secondary content provided to said subscriber is determined with respect to one of a demographic profile associated with said subscriber and the segment of said content stream being provided to said subscriber contemporaneous to said stop or pause command.